



REVISED 9/26/08

**TOURISM ADVISORY COUNCIL
BILLINGS HOTEL & CONVENTION CENTER
1223 Mullooney Lane, Billings, MT 59101
OCTOBER 6-8, 2008**

Persons may address the Tourism Advisory Council in person at the Billings Hotel & Convention Center, 1223 Mullooney Lane, Billings, MT. Persons may address the Council on any matter listed on the agenda by contacting Stan Ozark, TAC Vice Chair, before the item is considered. Matters not listed on the agenda may be addressed during the public comment period provided upon reopening of the agenda after lunch. Further information related to each agenda item, if any, can be obtained by contacting Barb Sanem, Industry Program/Compliance Specialist, Montana Promotion Division, P.O. Box 200533, Helena, MT 59620-0533, Phone 406-841-2769, Email barb@visitmt.com.

COMMITTEE MEETING SCHEDULE

All committee meetings are open to all Region and CVB representatives, the entire Tourism Advisory Council and the public.

MONDAY, October 6, 2008

11:00 – 12:30 Regulations Committee – Ballroom

--Ramona Holt – Chair, Dyani Bingham, Bev Harbaugh, Stan Ozark, Carla Hunsley, Gayle Fisher, Robin Hoover, Joan Kronebusch, Mike Mergenthaler, Dori Muehlhof, Marysue Costello, Barb Sanem
(attendees can order lunch from the menu and pay individually at meeting's completion)

1:00 – 1:50 TIIP Grants Task Force – Explorer Room

--Cyndy Andrus – Chair, Dyani Bingham, Mark Browning, Ramona Holt, Stan Ozark, Victor Bjornberg

1:00 – 1:50 SEGP Task Force – Boardroom

--Mark Browning – Chair, Bev Harbaugh, Rhonda Fitzgerald, Carol Crockett

2:00 – 3:50 Tourism Research/Public Awareness Committee – Ballroom

--Rhonda Fitzgerald – Chair, Cyndy Andrus, Mark Browning, Sandra Cahill, Ed DesRosier, Dolores Plumage, Sandy Watts, Jim Schaefer, Racene Friede, Sarah Bannon, Marne Hayes, Sara Rowe, John Laney, Barb Neilan, Jan Metzmaker, Katy Peterson, Sarah Lawlor, Norma Nickerson, Chrissy Oschell, Kara Grau

- 4:00 – 4:30 **Audits & Applications Committee – Explorer Room**
--Ramona Holt – Chair, Dyani Bingham, Bev Harbaugh, Stan Ozark,
Barb Sanem
- 4:30 – 6:00 **TAC Executive Committee – Boardroom**
--Stan Ozark – Vice Chair, Cyndy Andrus, Mark Browning, Rhonda
Fitzgerald, Ramona Holt, Anna Marie Moe



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TENTATIVE AGENDA

TUESDAY – October 7, 2008 – Homesteader/Rancher Rooms

7:15 **New Member Orientation Breakfast – Miner's Room**
 --Stan Ozark – Vice Chair, Rob Ringer, Paul Tuss, Amber Wood-Jensen,
 Betsy Baumgart, Anna Marie Moe, Barb Sanem

8:30 – 8:35 **Call to Order, Introductions, Unfinished Business**
 --Stan Ozark, Vice Chair

8:35 – 8:40 **Consent Agenda**
All matters listed hereunder collectively constitute a consent agenda, and will be acted upon by a vote of the Council. The motion for adoption of the consent agenda must receive unanimous approval. Items on the consent agenda may be read by title only, except upon the request of a member of the Council or the public, in which event the matter shall be removed from the consent agenda and considered as a separate item. No debate is allowed on the consent agenda or on any item included in it.

Action Item

1. Approval of June 2008 TAC Meeting Minutes

Information Items

2. Publicity report
3. FAM Trips report
4. Public Lands Conference save the date postcard

8:40 – 8:45 **Nominating Committee Report/Election of Officers**
 --Mark Browning, Chair

- Election of Chair and Vice Chair

8:45 – 10:00 **Promotion Division Update**
 --Betsy Baumgart, Montana Promotion Division Administrator

- New Publications
 - 2008 – 2009 Montana Winter Guide
 - Montana Kids

- Montana Dinosaur Trail
- TIA Leadership Summit – DC report
- Legislation
 - Big Sky on the Big Screen Act
- Bed Tax Revenue/Smith Travel Research reports
 - New Monthly Revenue Reports
- Travel Montana Brand Implementation

10:00 – 10:15 **Break**

10:15 – 11:30 **Consumer Advertising**

--Katy Peterson, Consumer Marketing Manager

- Warm Season Campaign Updates
- Winter Campaign Overview

11:30 – 12:00 **Discussion with Area Legislators and Legislative Candidates**

- Tourism Speaks Presentation

12:00 – 1:00 **Lunch – Explorer Room (cost is \$6)**

(12:00 – 12:10 – Region/CVB Directors – bring your calendars to schedule the Fall Region/CVB meeting)

1:00 – 1:15 **Public Comment** on issues relevant to Council jurisdiction but not on the agenda

1:15 – 1:45 **Travel Planner Usability Study**

--Bev Clancy, Publications Manager

1:45 – 3:00 **Committee Reports by Respective Chairs**

--Audits Applications Committee – Ramona Holt, Chair

- Audit recommendations
- New project application recommendations

--Regulations Committee – Ramona Holt, Chair

- Suggested changes to Regulations

--Tourism Research/Public Awareness Committee – Rhonda Fitzgerald, Chair

- Proposed FY10 research projects
- Committee recommendations for future research

--TIIP Grants Task Force - Cyndy Andrus, Chair

- TIIP Grant recommendations

--Special Event Grants Task Force – Mark Browning, Chair

- Criteria change recommendation

3:00 – 3:15 **Break**

3:15 – 3:30 **Montana Tribal Tourism Alliance Update**

- 3:30 – 5:00 **The Montana Brand Initiative**
--Katy Peterson, Consumer Marketing Manager
- Presentation of The Montana Brand Book
- 5:00 **Recess**
- 5:30 **A Taste of Billings at the Venture Theatre**
Transportation provided
Sponsors:
Billings Area Chamber of Commerce/CVB, TBID Board, Custer Country

WEDNESDAY, October 8, 2008 – Homesteader/Rancher Rooms

- 8:30 – 9:30 **Executive Committee Report**
- Upcoming Legislation
 - Fire Suppression declaration legislation
 - Montana Tourism Charter
 - Bill Meyers letter feedback
 - Review Strategic Plan TAC Actions
 - Barry Beach letters response
- 9:30 – 10:15 **Recreation and Tourism in the National Forests of Montana:
An Update**
--Margaret Gorski, Northern Region Recreation Program Leader
- 10:15 – 10:30 **Break**
- 10:30 – 11:00 **ITRR Preliminary Research Data Presentation**
--Norma Nickerson, ITRR Director
--Chrissy Oschell, ITRR Assistant Director
--Kara Grau, ITRR Research Associate
- 11:00 – 11:45 **The Behind the Vault Door Art Series-A Statewide Celebration of Art
in 2010**
--Allen Powers, Owner/Producer
- 11:45 – 12:00 **Other Business**
- Suggest future speakers
 - Committee sign-up
- Next Meeting**
Adjournment

Note: Other than the meeting starting time, times listed are approximate and agenda items may be rearranged. Action may be taken on any item listed on the agenda. Public comment is welcome on all items.

Travel Montana makes reasonable accommodations for any known disability that may interfere with a person's ability to participate in state government. Persons needing accommodations must notify Barb Sanem no later than September 29, 2008 to allow adequate time to make needed arrangements. You can call (406) 841-2769, fax (406) 841-2871, or write to Travel Montana, PO Box 200533, Helena, MT, 59620 to make your request.